

Subhayan Mukerjee

CONTACT

Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

+1-267-912-7111
✉ mail@subhayan.com
🌐 www.subhayan.com
🔗 Google Scholar

ACADEMIC EMPLOYMENT

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – Aug 2020
Research Fellow
Annenberg School for Communication

University of Oxford, Oxford, UK May 2019 – Jun 2019
Research Assistant
Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA Jun 2016 – Aug 2016
Research Intern
Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – May 2020
Ph.D. Communication
M.A. Communication

BITS-Pilani, Pilani, Rajasthan, India Aug 2009 – May 2014
M.Sc. Mathematics
B.E. Computer Science

REFEREED JOURNAL PUBLICATIONS

3. **Mukerjee, S.** & Yang, T. (2020) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Social Media. *Political Communication*, 1-19 (**IF: 5.91**)
2. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26-50. (**IF: 4.85**)
1. **Mukerjee, S.** (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356-361.

BOOK CHAPTER

1. **Mukerjee, S.** & González-Bailón, S., (2019) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

POPULAR PRESS

3. **Mukerjee, S.**, Jaidka K. & Lelkes, Y. (2020, July 9) Our study found little evidence that Twitter is biased against conservative opinion leaders. *The Washington Post*.
2. **Mukerjee, S.** & Majó-Vázquez, S. (2019) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Blog*.
1. **Mukerjee, S.** (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

OTHER
PUBLICATIONS

2. Majó-Vázquez, S., **Mukerjee, S.**, Ahmed Neyazi T., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet*.
1. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.

WORKING
PAPERS

5. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. The Ideological Landscape of Twitter Elites in America. (*under review*)
4. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News (*under review*)
3. **Mukerjee, S.** News Reading Publics in a Multi-lingual Political Context: Evidence from Online India (*working paper*)
2. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment (*in progress*)
1. **Mukerjee, S.**, Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation (*in progress*)

CONFERENCE
PAPERS

17. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
16. **Mukerjee, S.** (accepted) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
15. **Mukerjee, S.**, & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia
14. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia
13. **Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)
12. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
11. **Mukerjee, S.** (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
10. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.
9. **Mukerjee, S.** (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC
8. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC

7. Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC
6. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL
5. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social Science*, Northwestern University, IL
4. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA
3. **Mukerjee, S.** & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA
2. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic
1. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

INDUSTRY EMPLOYMENT	Abzooba Inc. Kolkata, India Data Scientist	Jun 2014 – Jul 2015
	Bravo Lucy As. Hyderabad, India Software Engineering Intern	Jun 2013 – Jun 2014
	Ericsson Global Kolkata, India Software Engineering Intern	Jun 2012 – Jul 2012
TEACHING EXPERIENCE	University of Pennsylvania Understanding Social Networks (TA and Lab Assistant)	Spring 2017
	Media Industries and Society (TA)	Spring 2018
AWARDS AND FELLOWSHIPS	Seed Research Funding (\$1,300) Summer Institute of Computational Social Science (SICSS), Chicago	2019–2020
	Student Research Grant Graduate and Professional Student Assembly, University of Pennsylvania	2019
	Dissertation Research Fellowship (\$31,000) Annenberg School for Communication, University of Pennsylvania	2019–2020
	Dissertation Grant (\$1,700) Annenberg School for Communication, University of Pennsylvania	2019–2020
	Dean's Summer Fellowship (4 x \$4,000) Annenberg School for Communication, University of Pennsylvania	2015–2019
	Travel Scholarship National Science Foundation	2018–2019

	Travel Scholarship Northwestern University	2018
	Doctoral Fellowship University of Pennsylvania	2015–2020
INVITED LECTURES	8. Human Cooperation Lab Massachusetts Institute of Technology, Cambridge MA 7. Computational Communication Research Seminar University of Wisconsin-Madison, Madison WI 6. Digital Propaganda and Public Opinion Lecture National University of Singapore, Singapore 5. Microsoft Research Seminar Microsoft Research, New York City NY 4. The Center for Social Media and Politics New York University, New York City NY 3. Media Analytics Lecture Business Analytics Course at Praxis Business School, India. 2. Research Methods for a Fragmented Media Environment University of Pennsylvania, Philadelphia PA 1. The Communication Research Experience University of Pennsylvania, Philadelphia PA	Apr 2020 Mar 2020 Mar 2020 Jan 2020 Jan 2020 Dec 2018 Mar 2018 Nov 2017
ADDITIONAL TRAINING	Summer Institute in Computational Social Science Northwestern University Mediterranean School of Complex Networks Universitat Rovira i Virgili, Italy Annenberg Summer Institute in Methods & Statistics University of Southern California Scale Construction Critical Studies of Networked Infrastructure	Jun 2019 Sep 2017 Jun 2017
SERVICE	Journal Reviewer for <i>Public Opinion Quarterly</i> Journal Reviewer for <i>Digital Journalism</i> Journal Reviewer for <i>PLOS One</i> Conference Reviewer for <i>International Communication Association</i> Coordinator, DiMeNet research group, <i>University of Pennsylvania</i> Committee Member, Annenberg Graduate Student Symposium Committee Organizing Member, Penn-Rutgers-Princeton Social Epistemology Workshop	Ad-hoc Ad-hoc Ad-hoc 2016-19 2016-18 2017-18 2017
SKILLSET	Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference Programming/Scripting: R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, L ^A T _E X, Git, JavaScript (basic).	
MEMBERSHIP	International Communication Association	

REFERENCES

Sandra González-Bailón, D. Phil.

Associate Professor of Communication

Annenberg School for Communication, University of Pennsylvania

✉ sandra.gonzalez.bailon@asc.upenn.edu

Yphtach Lelkes, Ph.D.

Assistant Professor of Communication

Annenberg School for Communication, University of Pennsylvania

✉ yphtach.lelkes@asc.upenn.edu

Joseph Turow, Ph.D.

Robert Lewis Shayon Professor of Communication

Annenberg School for Communication, University of Pennsylvania

✉ joseph.turow@asc.upenn.edu

Michael X. Delli Carpini, Ph.D.

Oscar H. Gandy Professor of Communication and Democracy

Annenberg School for Communication, University of Pennsylvania

✉ michael.dellicarpini@asc.upenn.edu

Harikrishnan Gopinadhan Nair, Ph.D.

Assistant Professor

Department of Humanities and Social Sciences, BITS-Pilani

✉ harinair@pilani.bits-pilani.ac.in